

2017 ANNUAL REPORT

EVERY CHILD DESERVES TO SMILE

TABLE OF CONTENTS



- Overview of Smilezone Foundation
- 7 Letter From Board of Directors
- 2 A Year of Smiles Smilezone Grand Openings
- 21 Upcoming Smilezones 2018
- A Year of Smiles Special Events Recap
- 27 Integration, Inclusion & Innovation
- Smilezone Superheroes Donor Recognition
- Meet the Smile Squad Volunteer Recognition
- Financial Overview 2017



overview of smilezone. FOUNDATION smilezone 2017 ANNUAL REPORT

EVERY CHILD DESERVES TO SY

Smilezone Foundation is a registered charity with a commitment to putting smiles on kids' faces. Founded by Scott Bachly and Adam Graves in 2012, the Foundation established the overarching mission of assisting children, adolescents, and families who are facing health challenges.









VISION

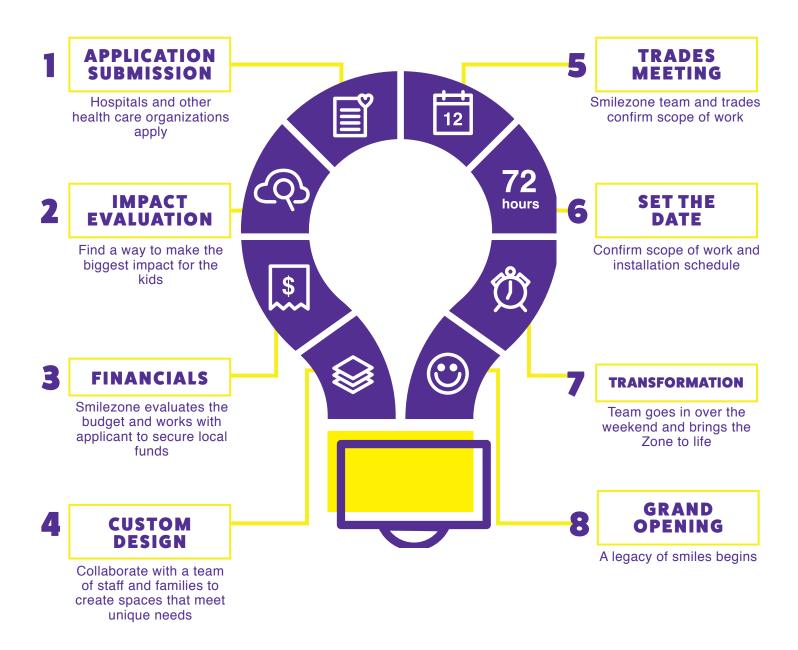
Smilezone Foundation's mission is to make tough days a little brighter for kids receiving treatment in hospitals and health care facilities. We do this by creating fun and engaging "Smilezones" that harness the uplifting power of a smile for the kids and their families.

"Smilezone Foundation's vision is to improve the lives of children receiving medical treatment at health care facilities across Canada"



ZONE CREATION

Every Smilezone is unique! For every new project, we work closely with staff, children, families, local donors, and the community to figure out their specific needs, which then guides our designs. Once the planning is done, the entire Smilezone transformation happens over **one weekend**... Come Monday morning, the children, families, and staff are surprised with the big changes!



overview of smilezone.

This year, **70 Smilezones** were transformed in hospitals, children's treatment centres, and other health care organizations, bringing our total Smilezone count across Ontario to

170!



CHILDREN & FAMILIES
TOUCHED



Smilezone Foundation is an amazing organization, I can't say enough about what a positive experience this has been! It truly has made a difference and Smilezone 100% puts a smile on the faces of children and families!

Registered Nurse Practitioner, Rouge Valley Health Centre



The addition of the Smilezone to One Kids Place has created a vibrant, fun and safe area where children can grow, explore and develop new skills. As a therapist I have already had many great adventures with children and families. Parents have appeared inspired to join in the fun and children are immediately at ease. From infants to teens there are possibilities for all children in this space.

Occupational Therapist, One Kid's Place



Having a child that needs to be in hospital and away from home for a few weeks, it is sure great to see the incredible way that the Smilezone has created such a wonderful, homey environment. With the beautiful murals and redecoration of the kitchen, game room and TV room, it really aids in overcoming the 'institutional' nature of a hospital unit. Big Smiles for the Smilezone.

Parent, North Bay Regional Health Centre

LETTER FROM FOUNDERS ON BEHALF OF THE BOARD



What an incredible year 2017 has been for Smilezone Foundation! What started off as an idea to help local children in need has spread across communities small and large, because of one core belief – every child deserves to smile.

2017 signified a milestone year for the Foundation, reaching over 150 Smilezones across Ontario. We are proud to support more children and families than ever before, with over 146,000 individuals using our Smilezones on an annual basis across the province. We could never have imagined the level of impact these Smilezones make on a daily basis – hearing stories from children, families, and clinicians inspire our work everyday, and strengthen our belief in the Foundation's mission. We may not change the exceptional care that children receive, but we can change the health care environment, making it a more comforting and uplifting place to be.

With many more Smilezone projects confirmed for 2018, we can't wait to see what the next year brings! Thank you to our Board of Directors, staff, partners, donors, and volunteers for your support and efforts in our 5th year!

SCOTT BACHLY, Co-Founder

ADAM GRAVES, Co-Founder



BOARD OF DIRECTORS

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AYEAR OF SMILES ZONE OPENINGS

RACHELS KIDS HOUSE OF HOPE



In January 2017, the Smilezone Team transformed TWO SMILEZONES in the Community Room and Art Room at Rachel's Kids House of Hope in Cornwall, ON. The House of Hope serves over 200+ children with autism and other sensory disorders and their siblings.



SCARBOROUGH AND ROUGE HOSPITAL





In January 2017, the Smilezone Team transformed SEVEN SMILEZONES at the Scarborough and Rouge Hospital in Scarborough, ON. Family waiting rooms, the day surgery area, the family maternity centre, playroom, and paediatric rapid assessment clinic were all transformed into new Smilezone spaces for over 2,500 children and families to enjoy.



"My kids played in the Smilezone waiting for their baby brother to be born. They loved it! Smilezone kept them busy during our visit. My new baby boy was admitted for 6 days and the waiting room provided my kids with tons of laughter. My husband and I were content to watch them in the waiting room."

- Parent

SAFEHAVEN PROJECT FOR COMMUNITY LIVING



In March 2017, the Smilezone Team transformed FOUR SMILEZONES at the Safehaven in Toronto, ON. The Main Area, Living Room, Teen Room, and hallway received a full Smilezone makeover, in partnership with the Toronto Rock. Over 200 children & youth with medically complex special needs enjoy the Smilezones on an annual basis.

"The living room is the hub of our respite facility. It's the first thing families see when they arrive, and where kids spend the vast majority of their time during their stay. After the Smilezone renovation, it is so much brighter and more inviting. You can see it in the eyes of new families, this is a space that looks warm and fun - it doesn't look institutional, which is so important. Without a doubt, our kids love the new Smilezone!"

- Alex, Social Worker



JOHN MCGIVNEY CHILDREN'S CENTRE



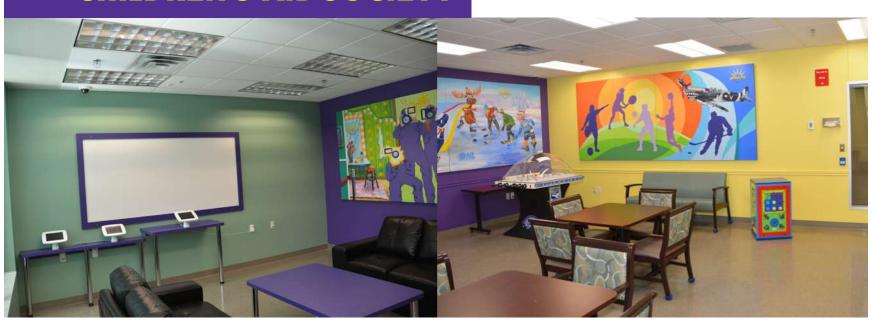
In April 2017, the Smilezone Team transformed NINE SMILEZONES at John McGivney Children's Centre in Windsor, ON, with support from the Windsor Spitfires and the Canadian Hockey League as part of the 2017 MasterCard Memorial Cup. Over 2,900 children and youth with special needs, and their families, will enjoy the Smilezones on an Annual Basis.

"The Smilezone is pretty cool! When I used to come here, I thought all the stuff was for babies... but this new stuff makes coming to therapy way more fun!"

- Hallie, 12 Years Old



WINDSOR-ESSEX CHILDREN'S AID SOCIETY



In April 2017, the Smilezone Team transformed FIVE ZONES at the Children's Aid Society in Windsor, ON, with support from the Windsor Spitfires and the Canadian Hockey League as part of the 2017 MasterCard Memorial Cup. Over 15,000 children, youth and families will utilize the Smilezones during their visits to WECAS on an annual basis.



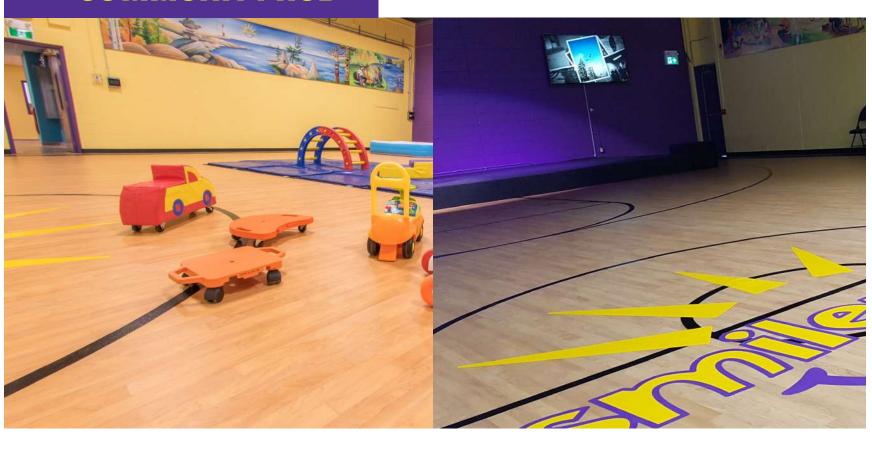
PATHSTONE MENTAL HEALTH



In April 2017, the Smilezone Team transformed TWO ZONES in the Main Entrance and Hallway at Pathstone Mental Health in Thorold, ON. Over 6,000 children and youth accessing mental health services will enjoy the Smilezones during their visits.



PARRY SOUND COMMUNITY HUB



In June 2017, the Smilezone Team transformed FOUR ZONES in the gym, waiting room and hallways at the Sound Community Hub in Parry Sound, ON. Over 2,000 children and families accessing housing & support services will use the new spaces.



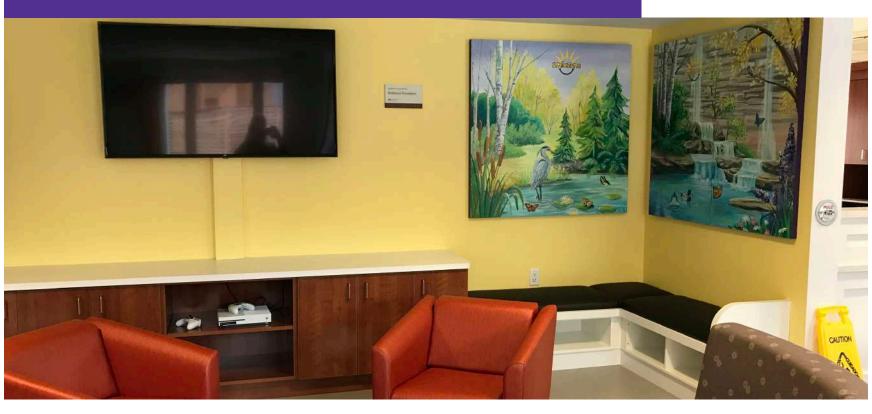
OTTAWA CHILDREN'S TREATMENT CENTRE SCHOOL



Over the month of July 2017, the Smilezone Team transformed FOURTEEN ZONES throughout the Children's Treatment Centre School in Ottawa, ON, thanks to support from the Ottawa 67's. OCTC provides full-day school and services to 125 children with special needs each year.



SOUTHLAKE REGIONAL HEALTH CENTRE MARGARET BAHEN HOSPICE



In Sept 2017, the Smilezone Team transformed ONE ZONE in the main living area at the Margaret Bahen Hospice in Newmarket, ON, thanks to generous support from the Gooder Foundation. Over 130 children and families will have a comforting, home-like space while receiving end of life care.



HOLLAND BLOORVIEW KIDS REHABILITATION HOSPITAL



In Sept 2017, the Smilezone Team transformed TWELVE ZONES in therapy gyms and clinic rooms at Holland Bloorview in Toronto, ON. Over 5,000 children with disabilities will have brighter therapy experiences because of the new Zones.



GEORGE JEFFREY CHILDREN'S CENTRE



In Nov 2017, the Smilezone Team transformed SEVEN ZONES at George Jeffrey Children's Centre in Thunder Bay, ON, thanks to support from the Staal Family Foundation. Over 1,700 children with disabilities will feel inspired in the new Zones.



THUNDER BAY REGIONAL HEALTH SCIENCES CENTRE



In Nov 2017, the Smilezone Team transformed THREE ZONES at in the Child & Adolescent Mental Health Unit at TBRHSC in Thunder Bay, ON, thanks to support from the Staal Family Foundation and Bell Let's Talk. 305 children and youth accessing mental health services will use the new Zones.

"I'm very impressed with the art that was added and the new furniture to CAMHU. At first, I thought the unit would ve been boring, which would make things uncomfortable and less like home. But these additions really give life to the unit. The motivating words in the art will and probably have changed someone's view on life or just changed negative/sad thoughts. On behalf of all the kids who've been to CAMHU, thank you!" - J.R. Youth Patient



UPCOMING SMILEZONES

The Smilezone Team is excited for our upcoming 2018 transformations!

We can't wait to bring smiles to children, youth, families and staff in new communities across Ontario next year!





















LOOKING FOR A SMILEZONE IN YOUR COMMUNITY?

Head to smilezone.com to apply or nominate your local health centre today!

AYEAR OF SMILES SPECIAL EVENTS

smilezone's 24-Hour Hockey TOURNAMENT

Smilezone Foundation hosted another successful 24-Hour Hockey Tournament for 2017. This major fundraising event is in its third year of men and women coming together to participate in a 24-Hour Hockey Tournament at Joshua's Creek Arena in Oakville, ON.



The puck drop for the first game was held on Friday April 28th 2017 at 5:00pm, presented by Scotiabank. This year's hockey tournament featured 10 teams, each consisting of 15 players with the addition of a celebrity player on their roster, including the likes of former NHL'ers **Adam Graves**, **Rick Vaive**, **Steve Staios**, **Nathan LaFayette** and **Rob Zamuner**.

This year, the tournament kicked off in style with a Friday Night Party in the Players Village, sponsored by TSN. The party featured live music by local band "That's What She Said", delicious food, a celebrity hockey game, kids' activities, player prizes, a silent auction, and more!

The buzzer was sound on Saturday at 6:00pm to wrap up the third annual 24-Hour Hockey Tournament. Thank you to our event sponsors TSN and Scotiabank, our event donors and partners, along with everyone who participated! Smilezone would also like to send a heartfelt thank you to the volunteers and committee members who dedicated their time and energy to making this event such a success!

We are proud to announce that the event raised over \$147,000 towards Smilezone's mission of putting smiles on kids' faces!









SMILEZONE'S FIFTH ANNUAL CELEBRITY GOLF TOURNAMENT

Our fifth annual Smilezone Foundation Celebrity Golf Tournament took place on **Monday July 17th 2017** at the beautiful Rattlesnake Point Golf Club in Milton, ON. Each year this tournament brings together 68 golfer foursomes, iconic celebrities, dedicated volunteers and incredibly generous sponsors, all in support of raising funds for Smilezone Foundation.

Tee off took place at 10:00am and the day was filled a great round of golf, celebrity interaction, delicious food and drinks and an eventful night consisting of a live and silent auction!

Smilezone was honoured to host a long list of sport and entertainment icons, such as Hockey Hall of Famer Johnny Bower, Sean Monahan of the Calgary Flames, Triumph drummer Gil Moore, and Canadian Hockey Hall of Famer Eric Lindros. Brian Williams, renowned sportscaster, hosted the evening as Master of Ceremonies where he presented the Smilezone Ambassador award to Damon Allen for his outstanding support to Smilezone Foundation!

Smilezone would like to extend a warm thank you to all the event sponsors, donors, partners and participants for their incredible support to making this day the huge success is was! Smilezone would also like to thank the hardworking and dedicated committee for their tireless volunteering efforts to organize and execute such a fabulous event!

We are proud to announce this year's tournament raised over \$214,000, bringing our 5-year total to \$1 million!









TORONTO ROCK CHARITY GAME

The Toronto Rock continued their partnership with Smilezone Foundation as their official charity of choice for the 2017 season. Funds were raised for Smilezone through various efforts, including 50/50 draws and the Annual Charity Game held on March 3rd, 2017.

At this special Star Wars themed game held at the Air Canada Centre, the Toronto Rock supported Smilezone through several different channels. In an exciting postgame live auction, fans were able to bid on their favourite player's jersey and win it right off their backs.

Fans also had a chance to win incredible prizes in the mystery ball raffle and online auction. Children from Safehaven dropped the game ball in front of thousands of fans. It was truly a game to remember!

Thanks to the Toronto Rock, over \$84,000 supported an incredible Smilezone transformation at the Safehaven Project for Community Living in Toronto, ON. With an inspiring lacrosse theme in the Youth Room, the Toronto Rock joined children, families and staff for the official grand opening and ribbon cutting on March 22, 2017.



Thank you
Toronto Rock for
helping to make
kids smile!









MASTERCARD MEMORIAL CUP

Thank you to the Windsor Spitfires and Canadian Hockey League for selecting Smilezone Foundation as the legacy charitable partner for the MasterCard Memorial Cup 2017 weekend. Smilezone took part in the Memorial Cup Village and the Alumni Game, with an official puck drop and meet-and-greet for local Smilezone families.

A donation of \$80,000 from the Windsor Spitfires was given towards local Smilezone projects at Windsor-Essex Children's Aid Society and John McGivney Children's Centre, with players and executives showing their support at the grand opening ceremony in the week leading up to the Cup. The Windsor Spitfire jerseys will be on display in the Smilezones, helping to inspire kids and families during their time at the Centres.





OTTAWA HOCKEY TOURNAMENT

Thank you to the Ottawa 67's and Ottawa Sports Entertainment Group for hosting the first-ever Smilezone Hockey tournament at TD Centre this year. The tournament was a filled with non-stop hockey, camaraderie, food, drinks, and more.

Players raised over \$19,000 in support of the local Smilezone transformation at Ottawa Children's Treatment School, connected to the Children's Hospital of Eastern Ontario (CHEO).

"I think it's so important that school is a happy place," said **Jeff Hunt**, Governor of the Ottawa 67's Hockey Club. "To provide a space that encourages smiles, fun and learning is a great achievement and we at the 67's are proud to support the OCTC Smilezone."

A YEAR OF SMILES INTEGRATION, INCLUSION & INNOVATION

INTEGRATION, INCLUSION & INNOVATION

Smilezone Foundation prides itself on ensuring each Zone we customize is fun, safe, and accessible to the diverse clientele that our organization services. Each organization Smilezone works with provides unique information about the children and youth they work with, and complete a needs assessment so Smilezone understands more about the programs and services at that particular facility. The communication and customization of each Zone is what sets Smilezone apart.

Children and youth of all abilities and exceptionalities can play and thrive in our Smilezones, here's a little more information about how we make that happen!



INTEGRATED MURALS FOR THERAPY GOALS

Whether it be underwater, outside, or up in the air, every Smilezone has a unique theme chosen by the organization we work with. Through the demographic review and needs assessment, our incredible Smilezone artist reviews and integrates individualized aspects into every mural, organic and dependant on their special location and population!

Inclusion is a big part of our Smilezone mission, so we love to embrace wheelchairs, walkers, joint braces, medical equipment, casts, and more in each of our murals, reinventing a new 'normal' so kids and youth can feel confident in their environment. Accessibility is just as important to our team, that's why our research-tested paint colours ensure not to overstimulate individuals with autism spectrum disorder and have proven to be therapeutic for children and youth.

In-patient and out-patient appointments and services can be an intimidating experience for a child, youth, or adult! That's why a lot of our murals integrate and provide a visual sequence for a certain life skill or development. Whether it be something as simple as washing your hands, or more challenging like getting a needle, our fun murals help depict visual symbols for a sequences so they're easier to understand by kids and youth. A lot of our murals even have little hidden images for children to search for during their appointment, a fun distraction for those sometimes scary circumstances.



INCLUSIVE PLAY

Each of our Smilezones are unique to the organization and clientele they service.

Including different sensory equipment helps stimulate a child or youth's senses, allowing them to safely explore and learn more about the environment! Sensory play is also a great way to distract and de-escalate individuals during their clinic visits or hospital stays, positively redirecting their attention and energy.

Smilezone's sensory equipment and fine motor skill devices are often integrated into a child's therapy

goals after the installation, as by collaborating with an occupational therapist, nurse, or child life specialist during the Smilezone planning stages ensures the space will be best used for years to come! You'll often notice a lot of soft seating and play items in our Zones as well, allowing children of all abilities to rest and relax in their environments.

INNOVATIVE TECHNOLOGY

Smilezone Foundation knows that innovation is key to a successful installation, integrating new technology into a number of our Zones to enhance the patient experience. It's incredible what technology can do these days! Many of our Zones feature innovate technologies including:

SCREENPLAY SYSTEM: Developed by a multidisciplinary team at the Bloorview Research Institute, Screenplay is a large projection system that children and adults can interact with via a pressure-sensitive floor. Screenplay is truly one-of-a-kind, and including this system at our Smilezone at Hotel Dieu Hospital ensured children and youth of all abilities could play and engage!

GESTURETEK: The GestureTek Cube is a compact 'plug-and-play' system, turning any floor into an interactive display of gesture control. The GestureTek Cube creates a space of imagination in our Smilezones, increasing sensory play and fine motor skills through virtually playing air hockey, sliding into a swimming pool, or transforming into a magical kingdom!





IPADS: iPads are an integral item in almost all our Smilezones! Children and youth can explore fun videos and entertainment apps, communicate using verbal and/or nonverbal resources, and even innovate their therapy sessions using this amazing interactive technology. Including iPads in our Smilezones ensures that everyone can be a kid and enjoy the creativity of interactive play

PROJECTORS: Projectors are also commonly added to our Smilezones, one of the most basic and versatile pieces of equipment used for multi-sensory work! This system can present moving images over an entire wall or floor space, creating magical waterfalls, mystical jungles, or engaging learning opportunities for all abilities! At Sunnybrook Hospital, we included this system to work with their toddler program, allowing new moms and their little ones the opportunity to play and learn together in a safe and inclusive environment!

SMILEZONE SUPERHEROES DONORRECOGNITION 30 smilezone 2017 ANNUAL REPORT

DONOR RECOGNITION



In July 2014, at the Foundation's Celebrity Golf Tournament,

BMO FINANCIAL GROUP

announced a

\$1 MILLION

donation to Smilezone Foundation.

The support of BMO will play a critical role in ensuring children across the country have access to enhanced spaces in hospitals, rehab centres, development centres, and children's clinics.

ADAM GRAVES

Co-Founder, Smilezone Foundation





Three years since the donation announcement, the funds donated by BMO Financial Group continue to help Smilezone achieve our mission of putting smiles on kids' faces. The funds have allowed Smilezone to work with organizations both large and small to assist children and youth during their healthcare experiences. With every new Smilezone installation, BMO continues to show their support and attend our grand openings to help celebrate!

"As a community bank, BMO is part of the fabric in cities and regions across the country," said Janet Peddigrew, VP & Managing Director, Ontario Region, BMO Harris Private Banking. "We are pleased to work alongside an organization that truly makes a difference in the lives of families facing challenging times."

THANK YOU BMO FOR YOUR GENEROSITY AND CONTINUED SUPPORT!

ZONE









Deloitte.























LJ Pearson Foundation

The Gooder Foundation

EVENT SPONSORS







GoodaleMillerTeam

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Raffi Jewellers Ryan Maunula Shakers Smokehouse Sobevs St. Johns Ambulance **TaylorMade Team Evans Muskoka Real** Estate "That's What She Said!" TRH Group Wawanesa Insurance



PARTNERING WITH SMILEZONE FOUNDATION

Are you interested in partnering with Smilezone Foundation? Becoming a partner with Smilezone Foundation means that you are joining us in our mission of putting smiles on children's' faces. The Foundation depends entirely on the generosity and support of individuals, corporations, and families to make Smilezone transformations possible. There are various ways that you can become a partner with Smilezone Foundation:

- Personal donations to Smilezone Foundation 1.
- 2. Hosting a third party event with proceeds benefitting a Smilezone
- 3. Corporate sponsorships to a Smilezone Event or Smilezone Project
- 4. Developing Family Legacy by sponsoring a Smilezone project
- 5. Volunteering your time at one of our events or selling 50/50 tickets!

If you, your corporation or family are interested in partnering with Smilezone Foundation, please contact us for information on how to be involved!

WE CONSIDER EVERY PARTNERSHIP A PRIVILEGE.

CONTACT INFO



MEET THE SMILE SQUAD VOLUNTEER RECOGNITIONS

VOLUNTEER RECOGNITIONS

Smilezone's mission of "putting smiles on kids' faces" couldn't happen without the SUPPORT and GENEROSITY of our AMAZING group of volunteers, our Smile Squad!

This selfless group of individuals donate a tremendous amount of time and energy throughout the year to ensure that Smilezone events are successful. Smilezone Foundation would like to send a heartfelt thank you to everyone involved in making 2017 an incredible year!





It is an absolute pleasure to volunteer for Smilezone Foundation! The unique work the foundation is responsible for has a lasting impact for health care facilities and the families in need of care!

SMILEZONE VOLUNTEER

We make a living by what we get, but we make a life by what we give, said Winston Churchill... Volunteering for Smilezone has allowed me to see the true value in life by helping others!

SMILEZONE VOLUNTEER

Are you interested in being involved in your community in a unique and impactful way? Join our Smile Squad today!

Whether you are interested in assisting at our events, selling 50/50 tickets, sharing a special talent, or simply sharing your Smilezone ideas, we would love you on our team!

All you have to do is email info@smilezone and let us know how you would like to get involved!



SUMMARYOF FINANCIAL STATEMENTS 37 smilezone 2017 ANNUAL REPORT

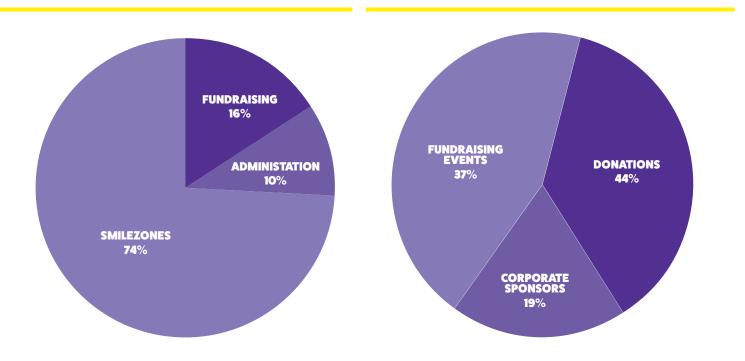
2017 FINANCIAL OVERVIEW

Consolidated Figures

Based on year-end December 31st, 2017. Audited Financial Statements are available on the Foundation website.

OPERATING EXPENSES

TOTAL REVENUE



DID YOU KNOW?

Only 10 cents of every dollar is spent on administrative costs. We opened 70 new Smilezones across 8 communities in 2017.



smilezone

EVERY CHILD DESERVES TO SMILE

smilezone.com

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